

**Presentation to JVM ..... Tuesday at 1pm and follow-up at 6:30 am  
Friday**

**• Numerous questions to be answered:**

- What makes this plan any different than what we did years ago in NY when we had the army of bodies on the street?
- We will not add any cost into the organization at this time!
- Big concern on changing all the assignments again.....
  - > We've done this too many times already
  - > What % of an ave. Rep's assignment would change / 50%?
  - > 2 1/2 years ago you said this would solve the problem (TR's)
  - > When do we live the changes .... vs. just continuing to change?
- If we do this recommended plan .....
  - > I do not want any Rep's to use computers (JVM)
  - > Truly focused selling .... what will the 2 to 3 focused objectives be for the NYC representatives?
  - > You will have to commit to high call count and coverage!
  - > I want to see all R/R's in the boro go ..... if you're saying true geographical is the answer!
  - > We too quickly change the structure ..... is it the real problem (brand equity)